

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2004Continuing ☐New ☐Previous Year (below line/defer) ☒**Issue:** Implementation Plan for Downtown Public Improvements**Lead Department:** Community Development and Public Works**General Plan Element or Sub-Element:** Land Use and Transportation Element**1. What are the key elements of the issue? What precipitated it?**

The recent adoption of an updated Downtown Specific Plan, and the completion of the Downtown Streetscape Standards provide a vision and framework for public improvements within the downtown. Additionally recent development projects occurring in the downtown area provide an opportunity to develop a comprehensive implementation plan for public improvements located in the downtown area.

Future improvements would include modification to street design, enhanced crosswalks and sidewalks with decorative pavers, street tree grates, enhanced street lights and traffic signals, streetscape furnishings including benches, trash and ash receptacles. Downtown streetscape and landscape standards will enhance the downtown's visual character and increase its appeal for an improved pedestrian experience. The study will examine the current vision and the standards included in the Downtown Specific Plan and recommend an appropriate implementation strategy and plan.

In 2003, in response to the City's fiscal crisis, the Council approved a loan of about \$1.5 million dollars from the Downtown Public Improvements Project to the Downtown City Plaza project. That project account would be replenished with park-in-lieu fee receipts. The implementation phase of this study would prioritize improvements, however no dates could be established until the capital project account has a substantial replenishment.

For 2002, this item was ranked 10 out of 10 by the City Council. The item fell below the line. For 2003, this item was deferred by the City Council.

2. How does this relate to the General Plan or existing City Policy?

The City's General Plan, as implemented by the Downtown Specific Plan (adopted in October 2003) establishes the urban design concept and its various components for the downtown area. The Plan includes streetscape design standards such as lighting, paving materials, signage, street widths and improvements.

Land Use and Transportation Element

Action Statement N1.12.1 Use the Downtown Specific Plan to facilitate the redevelopment of downtown.

Policy N1.13 Promote an attractive and functional commercial environment.

Community Development Element

Action Statement 2.5A.3f. Strengthen the downtown as the visual as well as functional focus of Sunnyvale.

Action Statement 2.5A.3g. Consider design features that help locate the downtown district and emphasize the roadways and intersections leading downtown.

3. Origin of issue:

Councilmember: Miller

General Plan:

Staff:

BOARD or COMMISSION

Arts	<input type="checkbox"/>	Library	<input type="checkbox"/>
Bldg. Code of Appeals	<input type="checkbox"/>	Parks & Rec.	<input type="checkbox"/>
CCAB	<input type="checkbox"/>	Personnel	<input type="checkbox"/>
Heritage & Preservation	<input type="checkbox"/>	Planning	<input type="checkbox"/>
Housing & Human Svcs	<input type="checkbox"/>		

Board / Commission Ranking/Comment:

_____ Board / Commission ranked _____ of _____

4. Due date for Continuing and Mandatory issues (if known): _____

5. Multiple Year Project? Yes ☐ No ☒ **Expected Year of Completion** 2004

6. Estimated work hours for completion of the study issue.

(a) Estimated work hours from the lead department 150(b) Estimated work hours from consultant(s): (c) Estimated work hours from the City Attorney's Office: 10

(d) List any other department(s) and number of work hours:

Department(s):	Public Works	80
	Finance	30

Total Estimated Hours: 270

7. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☐ No ☒(b) Does this issue require review by a Board/Commission? Yes ☒ No ☐If so, which Board/Commission? Planning Commission(c) Is a Council Study Session anticipated? Yes ☒ No ☐

(d) What is the public participation process?

Meeting with Downtown property owners and merchants.

8. Estimated Fiscal Impact:

Cost of Study	\$	0
Capital Budget Costs	\$	0
New Annual Operating Costs	\$	0
New Revenues or Savings	\$	0
10 Year RAP Total	\$	0

9. Staff Recommendation

- ☐ Recommended for Study
- ☐ Against Study
- ☐ No Recommendation
- ☒ Defer

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

reviewed by

Department Director

Date

approved by

City Manager

Date